

## PERSONALS

Miss Joy Morgan, sales manager of Artransa Pty. Ltd., has returned to Sydney after a busy week or so in the Southern capital. She didn't come back with the proverbial Melbourne cold, but somehow, between closely packed business and social engagements she learned to wobble a bicycle, not far—just round the room a couple of times. It's a good story. You should ask her about it if you get half a chance.

Discharged from the Army—although he is rapidly recovering from the effects of the injury which caused his discharge—Reggie Quartly has returned to 2UW and the "2UW Radio Revellers." There are few more popular figures on the air than 2UW's little comedian, and he received a royal welcome from the audience in the 2UW Theatre when, unannounced, he appeared on the stage at the mid-week community singing. With Lulla Fanning, Cecil Scott, Bill Miller and Peter Brooks, the "Radio Revellers" were already strong in comedy, and the return of Reggie Quartly not only adds greatly to the comedy strength of the company, but also has provided a new force on the musical and "straight" side of their presentation—for Quartly is one of the most versatile people on the air.

Retaliating for the descent upon Melbourne recently of so many interstaters for the Convention, Melbourne appeared to send a fairly heavy brigade across to Sydney last week. Lance Bromilow, manager of Victorian Railways and Tourist Publicity Services, who came to Sydney on business had as carriage companions 3XY manager, Bert Snelling, and Jack O'Hagan of 3AW. On the same train was Mr. George Sutherland of Allan's and 3AW.

The Air Force's Dave Armstrong, ex-Macquarie manager in Melbourne, is reported to be stationed up Newcastle way now, so he won't find it difficult to get down to the "big smoke" on leave days.

Congratulations to Les Ross of 3UZ, who with his Chins Up show raised £2,200 for the War Loan in Collins Street recently. During the show pianist Laurie Wilson was given £1,000 for the Loan to play the Warsaw Concerto.

Noticed in Melbourne last week-end were Messrs. Oswald Sellers, George Edwards and Frank Goldberg.

Mr. A. N. Kemsley, manager of 3UZ, who financial adviser to the Department of the Army, paid a flying visit to the station last week.

Mr. O. J. Nilsen, who was elected president of the Federation, left almost immediately for Adelaide, and then when he returned took a flying trip to Sydney. Mr. E. Cottrell of 3UZ was also a visitor to Adelaide.

Lieut. Fred Tupper is in Melbourne on a few weeks' leave and was to broadcast a special description and relay of the Cup. Fred by the way is looking particularly fit.

Nancy Lee, of the popular 3AW Chatter-box Corner, is organising a monster fete to be held in the Melbourne Town Hall in aid of the Children's Hospital.

Noticed lunching together the other day Hec Harris, Geoff Wylie and Gordon Tait, apparently discussing some new programs? Also noticed Federation secretary, Ray Dooley, chatting at lunch with new federation president, O. J. Nilsen, and Eric Cottrell. Business seldom takes time off in Melbourne.

Gordon Tait, 3AW studio manager, is a busy man these days, not only is he looking after all his work at 3AW, but now that the station has taken over the relay to 3CV, Gordon is kept particularly busy, though in his usual good style everything is kept "under control."



Alan Grant and his wife (Jean Morgan). Married at St. James' Old Cathedral (November 3). Alan is 3KZ's day announcer, is a returned A.I.F. man, and an Australian ex-champion dancer. He is 6ft. 5in., and was a former all-round sport.

There has been an unusual stir in the sales department at 3UZ all revolving round Cecil Corboy. Cec certainly has got something up his sleeve which he may let us into by next publication.

Bill Kelton, of "Adelyn," is back in the city once more. He has been away now for many weeks, and his many friends are anxious to welcome him back into circulation.

### 2GB-MACQUARIE STAFF "BACKS THE ATTACK."

During the third War Loan the staff of 2GB-Macquarie contributed £1,620 in War Bonds. For the Fourth Liberty Loan just closed, and despite a much depleted staff through enlistments in the various services, the company's staff made a splendid effort in exceeding the previous figure, by contributing £1,800. A special War Loan rally was held in the Phillip Street offices the day before the Loan closed, and as a result the attack was backed to the limit.

**IT'S YOUR FIGHT—**  
**YOUR MONEY IS NEEDED NOW**  
Save for **£10 NATIONAL SAVINGS BONDS**

## SEPTEMBER LICENCE FIGURES

NEW SOUTH WALES		
New issues	1942	1943
Renewals	4,451	4,998
Cancellations	41,812	45,059
Monthly total	5,147	1,204
Nett increase	503,563	534,838
Population ratio	-698	x3,794
	17.91	18.93

VICTORIA		
New issues	2,283	2,373
Renewals	31,225	31,340
Cancellations	3,078	2,168
Monthly total	370,217	381,517
Nett increase	-795	x205
Population ratio	19.09	19.54

QUEENSLAND		
New issues	1,250	1,666
Renewals	15,618	15,898
Cancellations	1,860	970
Monthly total	171,747	174,365
Nett increase	-610	x696
Population ratio	16.56	16.81

SOUTH AUSTRALIA		
New issues	1,293	1,066
Renewals	10,868	10,883
Cancellations	71	1,279
Monthly total	138,582	142,973
Nett increase	x1,222	-213
Population ratio	22.74	23.60

WESTERN AUSTRALIA		
New issues	1,211	570
Renewals	6,959	7,924
Cancellations	1,319	246
Monthly total	91,867	95,643
Nett increase	-108	x324
Population ratio	19.59	20.47

TASMANIA		
New issues	478	261
Renewals	3,816	4,018
Cancellations	321	276
Monthly total	47,015	47,665
Nett increase	x157	-15
Population ratio	19.68	19.76

COMMONWEALTH		
New issues	10,968	10,934
Renewals	110,298	115,121
Cancellations	11,796	6,143
Monthly total	1,322,991	1,377,001
Nett increase	-830	x4,791
Population ratio	18.62	19.31

## COMMERCIAL BROADCASTING

Vol. 12, No. 11, Thurs., Nov. 18, 1943  
Price: 6d. per copy. Subscription: 10/- P.A.

MANAGING EDITOR:  
A. Lippmann.  
Printed by  
Radio Printing Press Pty. Ltd.  
146 Foveaux Street, Surry Hills  
Published every second Thursday by  
AUSTRALIAN RADIO  
PUBLICATIONS PTY. LTD.  
146 Foveaux Street, Sydney.  
G.P.O. Box 3765.  
'Phone: FL 3054 (2 lines)  
Telegrams: "FL 3054 Sydney."  
Melbourne Representative:  
Miss Beatrice Touzeau, 4th Floor,  
403 Bourke Street. 'Phone: MU2932

Vol. 12, No. 12  
343rd Issue)  
Thursday  
Dec. 2, 1943  
Price 6d.

# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.



That's a 2UW "spot"

At least it's three spots . . . just to remind you that you can buy three "spots" in 2UW's Day-Time for just about the cost of one at night.

Day-time "spots" on 2UW are good buying, because, as everybody knows, in day-time as well as at night,

Most people listen to . . .



Registered at the G.P.O. Sydney, for transmission by post as a newspaper.

# 31.96%

## ANSWERED

# "2CH"

As a result of a co-incidental survey of more than 1000 homes in the metropolitan area it was revealed that 31.96 per cent. of the listeners were tuned to "STARS OF THE SERVICES" sponsored on 2CH, WEDNESDAYS, 8.30 to 9.30 p.m. by GOODLANDS PTY. LTD.

We asked 1000 people "To what radio station are you now listening?" and almost one third answered: "2CH". Compered by Joan Read, "STARS OF THE SERVICES" is a weekly talent contest for Servicemen.

WEDNESDAY NIGHT IS EXTRA GOOD LISTENING FOR ALL 2CH SPONSORS.

## 2CH: LIMITED SPACE FOLLOWING THE ABOVE FEATURE AVAILABLE SHORTLY.

FOR FURTHER PARTICULARS APPLY

### AMALGAMATED WIRELESS (A/SIA) LTD.

## COMMERCIAL BROADCASTING

Sydney, FL 3054

Incorporating  
**BROADCASTING BUSINESS** Subscription, 10/- p.a.

Vol. 12, No. 12. Thursday, December 2, 1943. Price, 6d. per copy.

## Any Time Can Be Good Time—on the Air

Once upon a time there was a late shopping night, mostly Friday nights. Late shopping nights were abolished by National Security regulations. National Security regulations most likely will be abolished some time after the war, but it is very doubtful if late shopping nights will ever return to practice.

Some broadcasters have shrewdly commenced building up Friday night programs, and some sponsors equally alive to an opportunity have planned some extensive use of Friday night air time. Nevertheless, these are all in the minority and it is remarkable how the old Friday night bugbear of radio broadcasting persists in the minds of some advertisers. There is a shrieking need for stronger programming all round on Friday nights to bring it up to the same level as any other week night, and a golden opportunity is being missed by sponsors who on the one hand complain of the lack of good time available on radio, but on the other hand will not take their courage in their hands and plump for some big Friday night entertainment feature.

Much the same argument applies to daytime radio. Now more than ever before with so much broken time being worked in factories and other industries it is likely that all round more people spend more time in their homes during periods that they are available to radio listening than ever before. That many thousands of people in the cities have leisure daylight hours to spend in being entertained is clearly demonstrated by the big daytime box-office receipts of all picture theatres. At most theatres crowds queue for seats long before the first morning session starts. Strong radio programs in the daytime could keep many of those people

at home instead of them having to leave their homes to seek entertainment.

A comparatively few advertisers who are wise to the position have long been backing up on daytime radio advertising and reaping golden rewards.

It all boils down to the fact that there is as yet no real shortage of good radio time despite the disgruntled comments of some advertisers. All time on the radio can be made to ring bells for it is almost a 24-hours-a-day proposition, and there are potentialities between 6 a.m. and 6 p.m., which have only been touched on the surface, and, in the main, no attempt made to develop.

### N.Z. Licence Figures Substantial Increase to 377,575

Latest advice of radio licences in N.Z. indicates a substantial increase during the year ended September 30.

Following are the figures for the various districts:—

Auckland	88,741
Hamilton	26,097
Thames	10,337
Christchurch	49,273
Greymouth	5,867
Timaru	9,211
Westport	2,155
Dunedin	29,758
Invercargill	16,370
Oamaru	4,202
Wellington	55,526
Blenheim	3,927
Gisborne	7,257
Napier	16,070
Nelson	7,118
New Plymouth	15,299
Palmerston North	17,948
Wanganui	12,419

Total for New Zealand .. 377,575

### BODY OF FAMOUS COMEDIAN FOUND ON RAILWAY LINE

The body of George Blackshaw was found lying on a Sydney suburban train line last week. Blackshaw was one of the best known radio and stage comedians in Australia, and was a member of the famous Colgate-Palmolive Radio Productions Unit, and was featured in many of their shows.

A note found on the body indicated that Blackshaw had been suffering with his nerves, and was particularly worried about his military call-up. He had actually been sworn in and thus died a soldier, and was given a military funeral.

Blackshaw was 31 years old, single, and lived with his mother.

### MR. HORNER IN BLAZING SHIP DRAMA

Well known A.W.A. executive, Mr. E. A. Horner, was one of the passengers on a Swedish ship which caught fire in the Pacific recently. The Australian press featured the story of the burning ship last week-end. Although the 26 passengers, mostly Australians, and the crew, lost everything, only one of the crew, the ships engineer, was fatally injured during the five hours' fight against the flames.

### Radio Foundation Day

The Sydney division of the Institution of Radio Engineers, Australia, will celebrate Radio Foundation Day on Friday, December 17. A meeting of the Division will be held in the Raycophone Theatre, 62 Both Street, Annandale. The president, Mr. A. S. McDonald will give a short address in commemoration of the day, after which Mr. Ray Allsop will deliver a paper on "Some Aspects of Panoramic Sound," which will be illustrated by a practical demonstration.

I.R.E. members are advised to make early application for invitation cards.

### "TEN MINUTE ALIBI" AT THE THEATRE ROYAL

The 5.30 p.m. daily late matinee now playing at the Theatre Royal is "Ten Minute Alibi," which many will recall enjoying at the old "Criterion" some nine years ago, when Arundel Nixon played the cynical villain Sevilla—a part he again plays in the current version. Mr. Nixon is also co-producer.

John Saul plays Colin Derwent, the heroic, Shella Sewell is in the difficult (because unsympathetic) role of Betty Findon, and Marshall Crosby gives a good portrayal of Detective-Inspector Pember. Another fine piece of character-acting was that of Hunter, Sevilla's butler. In this role, John Fernside was outstanding.

Other well known artists in the cast were John Alden (co-producer) as Sir Miles Standing; Edwin Finn as the exuberant Detective-Sergeant Brace, and Vaughan Tracey as the cafe manager.

"Ten Minute Alibi" is the third of the series of late afternoon performances to be staged by J. C. Williamson-2GB-Macquarie, and, if it were necessary, will further cement the idea of popularising revivals of the firm's known character plays.

# Radio's Vital Role in Success of Fourth Liberty Loan

## Government's Active Part in War Time Advertising

Success of the Fourth Liberty Loan, which was well over-subscribed is proof that the Australian public is willing to dig deep into its pockets to provide fighting funds for the Nation—that is when the campaign is backed by intelligently directed advertising.

The advertising and publicity campaign for the Fourth Liberty Loan was undoubtedly the biggest individual advertising campaign ever launched in Australia. It embraced all media from the highly specialised radio broadcast to the simplest form of bill board, crammed into five weeks. Radio played a vial role.

In addition to the advertising directly placed by the Treasury Department in every media, most national advertisers and scores of local and regional advertisers contributed portions, and in some case all, of their press or poster space or radio time to the Loan.

On the broadcasting side during the campaign, all Australian stations, including the National units, were hooked-up for three individual hour shows. On the National stations. Five special half-hour shows were used, and also numerous addresses were given by political leaders.

On the Commercial stations 15 quarter-hour sessions. "Liberty Parades" were used on every station, in addition to 12 five-minute spots daytime, and 12 five-minute spots night, and three scatters per day. The Department of Information 9.15 p.m. commercial stations channel was also used for Loan purposes during the Loan period.

The four "Victory Road" hour programs devised by Macquarie and broadcast on that network were a highlight of the drive. Three of the shows were sponsored by Horlicks and one by Koly-nos, but all gave 100 per cent plugs to the Loan.

Similarly many other national radio sponsors gave over their normal commercial credits associated with their programs to loan publicity.

The U.S. Office of War Information co-operated with officials of the Advertising Department of the Treasury in making available a number of American program 15-minute features for adaptation to the Loan publicity. Some of these were used in their entirety with Loan plugs replacing the original American credits, while in other cases the complete stories were rescripted here and acted by local artists. In addition several of the quarter hours were locally written and produced. All these features were broadcast on Friday and Saturday nights within a time band agreed to with the Fed-

eration of Commercial Broadcasting Stations.

Some very choice daytime spots were secured for the five-minute daytime sessions.

Mr. I. B. Hutcheson, chief of the Advertising Division of the Treasury, said last week that the Australian Association of National Advertisers had assisted very greatly, its members having generously devoted many thousands of pounds worth of broadcast time and press space to Loan publicity. The Treasurer, Mr. J. B. Chifley, had expressed his deep appreciation of the help thus given to the Loan.

The Treasury Advertising Division continues to play a vigorous hand in the war-time advertising picture. Already an intensive radio campaign is in operation to promote the purchase of War Savings Stamps and Certificates for Xmas presents.

The Grow Your Own Vegetables campaign, which was also of considerable dimensions, has just concluded.

Two other extensive campaigns are being thoroughly organised. The first is in relation to Coal Conservation, the second deals with the Food Problem, with emphasis on rationing of goods and services, and the third deals with Salvage of Usable Scrap.

### Calling All Smiths

The Smith Family of Joyspreaders bring help and succour into very many Australian homes where the sad spectre of poverty and want stands grim guard. Week in week out through the years their work goes on, quietly and thoroughly bringing light into the shadows that hover over so many lives. As Christmas draws near the work of the Smith Family is so much greater, its needs for funds so much more pressing. No, your name doesn't have to be Smith, just so long as your heart's in the right place you can help.

The address, 1st Floor, 12 Bridge Street, Sydney. Phone BW2728.

**A foolish spender is a traitor.  
We can't afford NOT to save  
—we MUST afford more War  
Savings Certificates and £10  
National Savings Bonds.**

## TELEVISION FORSEEN AS ROBUST COMPETITOR WITH FILMS

In an address before the American Television Society, the president of Scopony Corp. of America, Mr. Arthur Levey declared that television would provide a much more robust competitor with the film industry than ordinary sound broadcasting had been.

"I must pay tribute to the courage and vision of a very important segment of the motion picture industry, which, in the interests of their stockholders, decided to associate themselves with the establishment of an American company to develop and improve Scopony's basic television systems in the public interest," Mr. Levey said, "and singled out Paul Kailbourn, president of Paramount subsidiary Television Productions, Inc., Hermann N. Place, chairman of the executive committee of 20th Century-Fox, and Earle G. Hines, president of General Precision Equipment Corp.

"Television inevitably will prove a tremendous factor in the whole field of entertainment, as it will in education and the arts.

"It has been suggested to me that some leaders of the motion picture industry would prefer to hold back television and maintain the present status quo in the film world. If such a view existed, it would be most deplorable for the stockholders of those particular companies."

Levey said that even the biggest circuits cannot remain aloof from television and its effect upon box-office receipts. Industry executives who closed their eyes to television would find themselves and their theatres completed outmoded. The picture business had nothing to fear from television if it will co-ordinate television to its own use.

"The vast possibilities for co-operation between the motion picture business and television cannot be stressed too strongly," Levey added. "Each will complement and stimulate the other and the result will be greatly improved entertainment for the public, on a broader scale than ever believed possible. Television, I am sure, will be the source of tremendous income at the motion picture box-office."

Should television broadcasting develop on a subscriber basis as a means toward solving certain financial problems, Levey said Scopony was prepared to provide the method via its patented "secret television" method invented by Dr. A. H. Rosenthal.

He described large television pictures for the home as "very definitely a 'must,'" and in this connection mentioned the necessity for large-size screens for movies televised.

# RADIO 2 U E

Presents

"The Prophecies

of

# N O S T R A D A M U S"

Every Sunday — 9 p.m.

Commencing December 5th

NOSTRADAMUS was a monk who lived in the 16th Century and who wrote ten 100-verse poems containing amazing predictions, many of which have already come about as he prophesied, while others remain to be fulfilled in the future.

One of the most remarkable is that concerning Hitler, who was mentioned BY NAME. The failure of the League of Nations was another, also "tears" over Malta—out of the skies.

Don't miss this fascinating session—Remember the time—

9 p.m. Sunday

Sponsored by

DALMORE PRESERVING CO. PTY. LTD.

makers of

Tom Piper's Fresh Canned Foods

A Radio 2UE Production



# Gala Performance of Two Big Shows

## "P. and A. Parade" and "Women in Uniform"

The grand final of Maples 1943 "P. and A. Parade" on Sunday, December 5, again focuses attention on the unique position this remarkable program has occupied in Australian radio for a long period.

The "P. and A. Parade" was first presented from 3KZ over eight years ago, taking off on its long flight on August 4, 1935. At that time, amateur shows were booming, but the Parade is the only one of those contemporaries which has weathered the distance. From the outset, it was felt that the inclusion of professional and semi-professional talent would be all to the program's good, as hundreds of people in those two classes were getting far less work than they deserved. Many are the professionals of to-day who owe much to the "P. and A."; and countless amateurs are now professionals and near-professionals, as a result of it. Perhaps the most remarkable aspect of the work done for Australian artists by the Parade, is not so much the many network names it has created, but in the vast number of people who have been given an opportunity of displaying their vocal and musical wares at auditions. Encouraging help has frequently been given to many of these, even though their ability at the outset might have been of a very low order. There are instances where a person has appeared for his first audition, and been below standard, and after suggestions, has represented himself, and gone on to win a £100 prize in a grand final.

Eddie Balmer, program manager of 3KZ, who has organised this show since its inception (and also acts as it compere), can claim to have two of the busiest ear-drums in radio, at least as far as talent discovery is concerned. Over those years, he has auditioned over 16,000 separate acts; some were large ensembles, such as bands, choirs, and orchestras; some were smaller groups; many others were soloists, so that it is safe to say over 60,000 people have passed through 3KZ's portals in the hope of achieving radio fame in Maples "P. and A. Parade."

The line-up of identities who made their first microphone appearances through the Parade, grows more impressive each year. Nationally known croonettes, Peggy Brooks and Pam Corrigan, had their first experience of a radio studio in this program. "Smoky" Dawson, and "Horrie" Dargie, both Regal Zonophone recording artists, were first heard on the ether through the same medium. These two well-known artists are in Northern Fighting Areas to-day, and it is interesting to note that Dargie, perhaps the most brilliant exponent of the chromatic mouth organ this country has known, had a bad night during his first year. It was not until the following year that success came his way in the shape of £100 sectional prize in the grand final. As leader of his mouth organ unit, the "Rocking Reeds," he won a further prize of £200 three years' later. Other outstanding names who made their radio

debut through the "P. and A. Parade," include George Bellmaine, baritone, subsequently used as star of the "Shell Show," and also many other network broadcasts (now a lieutenant in the Army); Coral Gunning, winner of the first year in 1935, who subsequently toured the "Tivoli" circuit, and spent three years in English theatres, including short wave broadcasts with Jack Hylton; Alex Walker, the famous bird mimic, and the "Two L's" which brought the remarkable work of Lou Campara (piano-accompanist) and Lal Kuring (cello) to the forefront.

In addition to the many people who made their radio bow in the Parade, quite a number of professionals have discovered that a new degree of fame had come their way after winning a final. William Laird, one of the most prominent baritones of Australia to-day, had been known in a small way prior to his "P. and A." win, but he himself confesses that the demand for his services subsequently, was a surprise even to him. The famous "Sundown Male Quartet," nationally known, confesses to much the same thing.

### Exceptional Bookings

Recently, as always, many exceptional bookings have come to "P. and A." artists by Melbourne's theatre world. Within the last few months, Miss Catherine Walsh, vocal winner in 1943, had two long seasons at the State Theatre, and has played the lead in "Madame Pompadour" and other national programs. Newton Goodson, a former finalist, has had many bookings at Melbourne's "Regent" Theatre for extended seasons. Ron Atkinson, another baritone, and 1939 winner, has also graced the "Regent" stage for long periods. Kelvin Plant and Sylvia McPherson, duet winners of the 1943 final, have had a long season at Melbourne's "Capitol" Theatre, and toured extensively.

By its policy of a completely different line-up of artists weekly, nearly 200 different acts have been given an opportunity of demonstrating their ability to the listening public during this year. Performance fees have been paid by Maples to every one of these artists, and by process of elimination, the cream of them (16 acts), will be assembled on the grand final stage on December 5. These finalists will derive inspiration in the fact that they are performing from a stage and in a theatre, that has housed the greatest names in Australia's entertainment firmament.

Arrangements have been made for the entire performance from 9 to 10.30 p.m. to be broadcast from the stage of "His Majesty's" Theatre, and the artists will be accompanied by "His Majesty's" Theatre Orchestra of over 20 performers conducted by Gabriel Joffe and Margot Sheridan as guest pianiste.

The regular network will carry the entire 90 minute broadcast, namely: 3KZ, 3BA, 3BO, 3GL, 3HA, 3TR, 3SR, 3VB, 3MA, 2WG, 2AY, 7LA, 7HO and 7BU. Prior to the commencement of the grand final at 9 p.m. the same evening

the theatre audience will witness, and the listeners hear, a live performance of the other celebrated Sunday night program from 3KZ, "Women in Uniform" (also heard from 2UE Sydney, and several country stations). This will commence at 8 o'clock, and will be the first occasion upon which the public will have had an opportunity of witnessing this company of outstanding radio artists. A gala atmosphere will be lent to the occasion as it marks the 52nd performance of this production, the remainder having been staged each week at many depots and installations of the women's services throughout Victoria. A large number of service women have been specially invited to "His Majesty's" Theatre to witness this particular performance.

### "Women in Uniform"

The story of "Women in Uniform" is an interesting one. Originally designed as Australia's first "all woman" show—with a woman compere and a feminine pianiste, and the entire production staged in front of audiences composed only of "Women in Uniform"—there were sceptics at the outset who felt that while the idea was novel, its sustained execution would lack variety. For 52 weeks Maples have sent this company to various camps near and far, fair weather or foul, and a two hour concert has been staged before audiences whose enthusiasm knew no bounds. Only 45 minutes of the show has been heard on the air (3KZ Sundays, 8.15 to 9 p.m.), and variety has been maintained here by interviews with service personnel, and frequent dramatised interludes. Many requests for outstanding male artists have been received from the girls, and as a result, one prominent male radio star has been allowed to intrude into the broadcast each week. There has been in these broadcasts, abundant evidence of the girls' enthusiasm for the show; indeed it has been said that their applause and general reaction has set an all-time "high" for Australian radio.

Latterly, there have been increasing instances where the C.O.'s of various depots have asked for service men, stationed near them, to be present at the concerts also. Many of the soldiers and girmen would otherwise have no opportunity of seeing these outstanding artists in the flesh, and these requests wherever possible, have been acceded to. The gala presentation of "Women in Uniform" on December 5 will include performances by: Thea Phillips, soprano; Elsa Stenning, musical comedy star; Marie Stedeford; the Parker Sisters; L.A.C. Ernest Llewellyn, violinist; Nellie Kulle; Pauline Bindley and the "Sieglinde Singers," and the famous comedy team which had high-lighted the show each week, "Ag. and Winnie." Amongst the many other famous stars who have appeared in this production throughout the year are: Stella Power, Sylvia Fisher, Herbert Browne, Geoff. Brooke, Mavis Curtin, Ormonde Douglas, John Fraser, Felicia Francis, Kath Goodall, Vera Kenbotham, William Laird, Mary Wilder, Ailsa McKenzie, Anthony Strange,

Albyn Whitehead and Ernest Wilson. In all, more than 100 radio identities have appeared in the 52 programs throughout the year. These and many other artists will continue over the Christmas period and throughout 1944 to entertain service women at their own camps each week. The halls have always been packed, whether large or small, and Maples can claim to have entertained in the flesh, nearly 30,000 service women during the 12 months just concluded.

This dual presentation of the 52nd performance of "Women in Uniform" and the eighth annual grand final of the "P. and A. Parade"—both sponsored by Maples—will amount to 2½ hours of memorable broadcasting. Both programs are written and produced at 3KZ by Eddie Balmer.

3KZ announced that Mr Ned Tyrrel was appointed to act as third adjudicator in conjunction with Mr. Frank Tracy and Mr. Browning Mummery, the permanent adjudicators throughout 1943, for the grand final of the "P. and A. Parade," Sunday, December 5, held in His Majesty's Theatre.

The judges, as usual, will listen in 3KZ studio under the same conditions as have operated right through the year, and will not witness the performance in person.

Mr. Tyrrel has had a long association with orchestras, theatres and broadcasting. He recently concluded a lengthy and successful period as conductor of the orchestra of the Regent Theatre, Melbourne, which position he took over after 11 years in a similar capacity at the Regent Theatre, Brisbane.

He was a prominent member of the first dance band to make radio history in this country—Joe Aronson's "Syncophists." When this well-remembered band leader left networks for South Africa, Mr Tyrrel took over the conductorship, and reformed the orchestra under the title of "The Radio Aces." Apart from his intimate knowledge of public requirements through his long associations in these spheres, Mr. Tyrrel is an instrumentalist of outstanding ability himself.

Three judges have operated every even-

### "FOR THEM NO GLORY" IS GRIPPING SHORT FILM

A distinguished gathering with His Excellency the Governor and Lady Wakehurst present, attend a preview of the film "For Them No Glory" at the Cameo Theatre, Sydney, on Tuesday, November 30.

The production of the film is the outcome of a widespread feeling that there is a great need for a better recognition of the service which the men of the Merchant Navy are giving in this fight for freedom. Because of the close association of Caltex Limited with the Merchant Service, through the tanker fleet, the company undertook to produce and finance the cost of a film that might help towards a better public appreciation of what we all owe to the Men of the Sea.

The film scripted by Juan Cortez, who was also in charge of musical direction, and produced by John Wood. Narration was, in the voices of Lloyd Lamble and John McMahon.

Production and photography are of an exceptionally high standard, and with the crisp telling dialogue the film will go a long way towards achieving its object. "For Them No Glory" has been given to the Missions for Seamen for Australian distribution, and all proceeds of the hire will go to the Mission in each State.

ing through this season of the "P. and A. Parade," a different listeners' judge co-operating, with Messrs Tracy and Mummery each Sunday evening, and Mr. Tyrrel acted in this capacity one Sunday evening recently. In order to more thoroughly familiarise himself with "P. and A. Parade" procedure, Mr Tyrrel acted in a similar capacity on the occasion of the eighth and last semi-final of Sunday, November 28.

As "Kay" of KZ is leave that station at the end of this month, she has been making final appearances as compere of "Women in Uniform" at most of the adjacent service women's hostels and camps. One of the most happy memories of the program which she will take away with her, is that of a huge sheaf of flowers which the lassies at one camp presented to her last week. The floral tribute which stood almost as high as "Kay" herself. Difficulty in fitting it into a taxi after the show led to an exasperated driver remarking—"Listen, lady, next time you sing—ask 'em to give you chocolates!"

No. 3 in the series.

### THE STORY OF SOUND

Advertisement



In this section of the Record Cutting Room two of the recording Machines are tested by Chief Engineer Alan Boyle. This picture shows portion of No. 1 Recording Bay where, as throughout, checking and maintenance to critical standards comprise important details in A.R.C.'s guarantee of Sound Fidelity.

AUSTRALIAN RECORD COMPANY PTY. LTD., SYDNEY

# 2TM

In the Commercial Centre  
of Northern New South Wales  
and its Great Rural Surround

**This Station found time for  
"BED AND BREAKFAST"  
Another Daytime Feature  
broadcast thrice weekly for  
Gibb and Beeman**

FOR FULL PARTICULARS  
**Tamworth Radio Development  
Co. Ltd.** TAMWORTH

PEEL STREET,  
or SYDNEY OFFICE, 30 CARRINGTON STREET 'PHONE: BW 7375.

# Conservation of Transmitting Tubes

(By Murray H. Stevenson)

Most broadcasting station engineers are well aware of the scarcity of transmitting tubes, but there are probably still some who, having a couple of sets of spares unopened on the storeroom shelf, falsely imagine that they are safe for the duration.

When the spare tubes are left unused for considerable periods there is a very real risk of finding them useless when they are eventually placed in their sockets.

Trouble of this nature can be avoided simply by giving every tube on hand a regular run on the active list every three or at most every six months. This process of rotation rests the regular tubes, keeps the spares in good condition and also increases the length of service that can be rendered without having to call on the limited available stocks for replacements.

At 2UE every spare is given a run of 100 hours every three months. A valve log is kept with a page allotted to each tube as it is received, and here the date and duration of each "run" are recorded.

Tube manufacturers have made many suggestions to assist in prolonging life of tubes in service. Here are some of them:

- (1) Keep within the maximum ratings laid down by the manufacturer. Watch for less obvious overloads caused by excessive grid current or screen grid current which can be just as disastrous as excessive filament voltage or plate dissipation.

- (2) Check operating voltages periodically, and once a year check your meters against a standard. It is quite wrong to assume that because a meter is of reputable make it will hold its accuracy indefinitely. The local power supply authority will probably have the facilities and will be glad to check one of your instruments which can then be used to check others in the station. Always check instruments at several points on each range—the accuracy probably varies with the amount of deflection.

- (3) Keep glass envelopes clean. This allows maximum heat radiation and prevents leakage. Clean off dust film gently with cloth moistened with a little water. Do not attempt this while the glass envelope is warm.

- (4) Filaments:—  
For tubes using pure-tungsten filaments, a reduction in filament voltage greatly lengthens tube life. A filament-voltage reduction of only 5% **DOUBLES** the life of tubes of this type. A **REDUCTION OF 15% INCREASES IT ALMOST TENFOLD!** Obviously, a 15% filament-voltage reduction with its resultant decrease of 73% in tube emission would hardly be feasible in most applications. On the other hand, a less drastic reduction might be very desirable. In many in-

stances, it may prove advisable to adjust station operation conditions closer to the maximum permissible distortion in order to operate tungsten-filament tubes at the lowest possible filament voltage, thus adding materially to their life.

RCA pure-tungsten-filament types include RCA-862, 889R, 891R, 892R, 893R, 898, etc. Western Electric or "Standard" types 4228A, 4220C, etc. For types using thoriated-tungsten filaments, be careful to maintain the filaments at rated voltage when the tubes are operated at full load; for light loads, reduction of the filament voltage by as much as 5% is permissible.

Western Electric or "Standard" types 4212E, 4251A, 4279A. RCA thoriated-tungsten filament tubes include RCA-810, 811, 813, 828, 833-A, 845, 8005, etc.

For high-vacuum types using oxide-coated heater-cathodes, maintain the heaters at rated voltage when the tubes are operated at full load; for light loads, reduction of the heater voltage by as much as 5% is permissible.

RCA high-vacuum oxide-coated heater-cathode types include RCA-802, 807, 815, 829, 832, 837, etc. Western Electric or "Standard" types 4300A, 4211D, 4211E, 4212E. For mercury-vapor types using oxide-coated cathodes, always maintain the filament voltage at the rated value.

RCA mercury-vapor oxide-coated types include RCA-866-A/866, 872-A/872, etc.

- (5) Run tubes as lightly loaded as is possible, consistent with adequate output power and reasonably low distortion.

- (6) See that tubes are well ventilated—forced draught cooling helps to prolong the life of any large radiation cooled tube, but the cooling air stream must be evenly distributed around the entire envelope and not allowed to play on only one side of the glass bulb. A good plan is to exhaust hot air from above the tubes.

Air cooling of this type often pays other dividends in prolonging the life of Mica Condensers and other hard to get components which may deteriorate if exposed to the heat produced by radiation cooled tubes in enclosed spaces.

- (7) Mercury Vapour Types: Mercury Vapour Rectifiers should

be thorough preheated before being placed in service initially by heating the filament for half an hour without plate voltage applied. This ensures evaporation of all mercury from the glass bulb and element structure. Mercury globules adhering to the elements or tube walls may cause severe arcs within the tube when plate voltage is applied. After initial preheating tubes should be carefully stored in a vertical position until wanted. It is a good idea to preheat all spare mercury vapour tubes as received since mercury adhering to the filament may affect it if left standing for long periods.

- (8) When starting up allow time for the filament to create proper mercury vapour pressure before applying plate voltage—30 seconds is usually sufficient.
- (9) Keep glass bulbs clean to avoid leakage and prevent over-heating.
- (10) Operate the filament at the rated voltage or within the limits specified by the manufacturer.
- (11) Provide protection against arc-backs

such as overload relay to remove plate voltage with overload and series current limiting resistors in plate circuit.

- (12) Where several tubes are used in a rectifier circuit an arc-back indicator associated with each tube is useful in indicating which of the tubes has arced back after an overload.

- (13) Properly designed smoothing filters are essential in obtaining maximum life from mercury vapour rectifier. Shunt condenser input filters are not permissible. Filters should have an input inductance large enough to maintain a continuous flow of current from the rectifier output. The minimum inductance required is usually indicated in valve data or may be simply calculated. For the two most common rectifier connections, operating from a 50 C/s supply.

Single phase full wave rectifier

$$L > \frac{R_{eff}}{945}$$

Three phase half wave rectifier

$$(\text{Star}) L > \frac{R_{eff}}{3760}$$

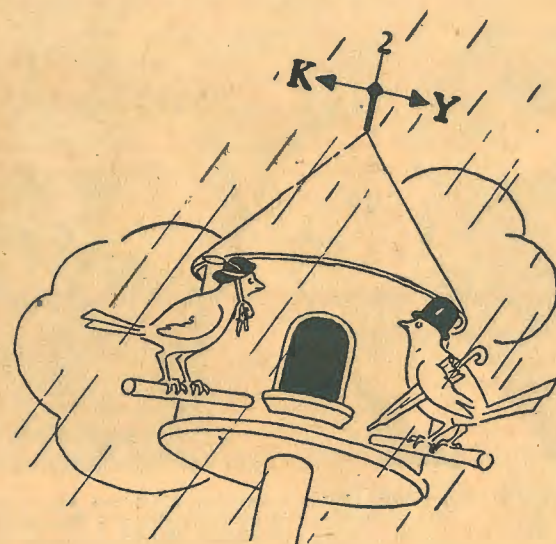
where L is the series input inductance of the filter.

$R_{eff}$  is the effective DC load obtained by dividing the DC output voltage of the filter by the total direct current in Amperes flowing into the load.

Note that if the current in the load is reduced  $R_{eff}$  is increased in value, making the minimum input inductance required greater. The input choke must have the required minimum inductance when carrying the direct current drawn by the load.

Methods of measuring the inductance of a choke coil which carries direct current have been described in the I.R.E. (Aust.) Bulletin, November, 1942.

A "Brolly" in hand is worth two in the shop,



... but  
**2KY's**  
**COVERAGE**  
**IS THE BEST**  
**OF THE LOT**

Phone: M6291-2

## 2CH WOMEN'S LEAGUE ANNUAL PARTY

Despite wartime difficulties the 2CH Women's League has made all arrangements for the holding of its Annual Party at the Sydney Trocadero on Friday, December 17, and judging by present indications the function will be one of the most successful in the league's history.

Owing to the absence of the staff available in past years at the Trocadero, it will be impossible to serve afternoon tea, but it is anticipated that the loyalty of league members will ensure an attendance at least equal to that of any previous 2CH function at the Trocadero.

All other attractions, which have made the Annual Party the most important event in the league calendar will be presented, including floor shows, musical items, dancing, etc., will be included, and Meg. McSpeerin, league organiser, will review the league's activities during 1943.

An important feature will be the presentation of a cheque to each organisation which has been represented in the Voluntary War Workers' session on 2CH during the year. This session, introduced by Meg. McSpeerin, provides a means of publicising various efforts by voluntary war workers throughout the metropolitan area, and at each broadcast a representative of some prominent war organisation has spoken on the activities of her members.

It is the league's intention to present each one of these war workers' associations a cheque to aid them in their wartime efforts, and in this way the league's support will take a tangible form. Many other donations by various clubs associated with the league during the year, including many substantial amounts, will be mentioned in Mrs. McSpeerin's review of the year's work.



Sydney Representative  
A. L. FINN, 66 King Street

## IMPRESSIVE PHYSICAL CULTURE DISPLAY

At right: 2GB Girls' Own College of Physical Culture, pupil Norma Stapleton presented with pennant by Lady Mayoress, Mrs. R. J. Bartley, Alderman Bartley, Mr. Frank Grose of the 2GB Community Chest, and Harry Withers compere (2GB) also in the picture.



Over £1,000 Raised  
for War Funds by  
P.C. College

Sydney Town Hall was packed on November 17, and enthusiasm ran high when the 2GB Girls' Own College of Physical Culture put on their fourth annual display. The college is under the direction of Miss Alice Bostock, who superintended the display.

Some 300 girls took part, giving demonstrations of the high standard of fitness attained—not only in the more advanced classes, but also in the junior sections, the youngest lass participating being a mere toddler of three years.

All the frocks worn for speciality acts were made by the girls themselves. For one act alone Miss Bostock dyed a 100 yards or more of netting which was later made up by girls taking part in a particularly pleasing "Dance of the Fans."

Proceeds were in aid of the 2GB Community Chest and Military Camp Comforts Fund, which benefitted to the extent of £130.

During the evening, pennants won during the year by the girls, were presented by the Lady Mayoress, Mrs. R. J. Bartley.

The official party included the Lord Mayor, Alderman R. J. Bartley, and the Lady Mayoress; Mr. H. G. Horner, general manager of 2GB and the Macquarie Network, and Mrs. Horner; and Mr. Frank Grose, whose energies seem tireless in keeping the good work of 2GB Community Chest constantly before a generous public. Harry Withers, 2GB's early morning announcer, compered the evening.

All told, 600 business girls attend the evening classes of the 2GB College of Physical Culture, which are held regularly each month. Children are catered for on Saturday mornings; matrons during the daytime (some women taking the exercises in the gym are 65 years of age), and Miss Bostock also conducts two sessions over 2GB each week—Monday at 10.35 a.m. for matrons, and Saturday 3.30 p.m. for business girls. The College is an official training centre for physical fitness for the W.T.C. and the W.N.S.

Since commencement of the College four years ago, more than £1,000 has been raised for war funds—a most creditable effort considering that the pupils give their time and energy in displays, absolutely voluntarily.

## Two More Stations Join Maquarie Network

The inclusion of 3CV Maryborough (Vic.) and 4BU Bundaberg (Q.) as full members of the Macquarie Network will add strength to Macquarie's coverage in the national field. The stations represent two most important areas of the Commonwealth.

Stations 3CV, through its recent transfer to Maryborough (Vic.) from Charlton is placed in one of the choicest spots in Australia for purposes of country coverage.

Maryborough, 86 air miles from Melbourne, has a population of approximately 250,000 within a 50 miles radius. The station is now linked by permanent land line with the Macquarie Station in Melbourne, 3AW, four hours nightly from 6.30 to 10.30 p.m.

Several of the leading Network advertisers have already arranged to extend their programs to 3CV, and all other sponsors now using 3AW between 6.30 and 10.30 p.m. will automatically gain the benefit of the relay as and when their contracts are renewed at the combined rate. In the meantime, 3AW will feed through separate programs for time channels not taken up with paid relays.

### 4BU Bundaberg

Bundaberg station 4BU has long been established as one of the leading country stations in Queensland, and has for some time carried most of the outstanding national programs.

Hitherto, the Macquarie Network has not had any member station in the Queensland country area, and the use of 4BU in addition to 4BH Brisbane will strengthen the basic coverage in the great Northern State.

Station 4BU operates on 500 watts on 1,330 kilocycles. It commenced operations in December, 1935, backed by powerful directorate representative of the leading commercial interests in Bundaberg. The district of the central coastal region of Queensland serviced by the station is a wealthy one, with sugar and fat stock the leading rural industries. There are also numerous progressive secondary industries in and around the city.

Macquarie has been appointed as sole representative for 3CV and 4BU in Sydney and Melbourne.

Exotiq Perfumes have contracted for five-minute spots in the breakfast session on 3UZ. The program will be known as "Harmony of the Islands."

"Do It Yourself," a session designed to help people to solve their war-time repair problems is now on relay from 3UZ to 3OL Geelong.

Hutuwai Tonic has recently been added to the list of sponsors using time on 3UZ Melbourne.

# "Haere-Mai" (GREETING!)



The photograph illustrates the old-time-Maori form of greeting (nose-rubbing).



At this season of the year we extend the hand of friendship across the Tasman Sea and express thanks to all our clients and friends in the great Australian Commonwealth.

We all look back with pride in the achievements of the United Nations during 1943, which give us confidence in hoping that Victory will be won before another Christmastide comes round.

In the new world which Peace will introduce, broadcasting will play a vital part in promoting goodwill between the nations and in the dissemination of culture and entertainment among all people.



## THE ZB NETWORK in New Zealand

# 3CV

NOW BROADCASTING

from the

PROSPEROUS INDUSTRIAL

Centre of

## MARYBOROUGH VICTORIA

Population within

50 miles, over

### 290,000

FOR EFFECTIVE COVERAGE AND RESULTS FROM THE  
**SOUTH COAST USE 2BE BEGA**

Sydney Agent: L. S. DECENT, LISGAR HOUSE,  
CARRINGTON STREET. 'PHONE BW 2081

# Nostradamus for the Air

Famous Prophecies Scripted for Radio by David Ikin

The amazing "Prophecies of Nostradamus" are to be dramatised and broadcast for the first time over a network of stations throughout Australia.

Sponsors of the program are the manufacturers of Tom Piper's Fresh Canned Foods, the Dalmore Preserving Co. Pty. Ltd.

Written for radio by David Ikin, "Prophecies of Nostradamus" is a 2UE-Paul Jacklin production, featuring an all-star cast with George Randall as narrator.

David Ikin has made an intense study of the writings of Nostradamus, a monk who lived in the 16th century. The only copy of his original forecasts is in the British Museum, but Mr. Ikin has now published a book on the subject. Its publication date is being arranged by Consolidated Press, as well as publishers in America and England.

Many of the famous Nostradamus prophecies have also been the subject of short films produced in Hollywood and shown in Australian theatres.

In the year 1556 Nostradamus recorded the fact that a man to be known as Hitler would come to Germany, conquer king-

doms and bring tears to Malta. He also predicted the fall of the Roman Emperor, the failure of the League of Nations, and many other startling happenings. It is claimed that his predictions extend into the 40th century.

The story of Nostradamus has required very careful scripting, but the dramatisation has been splendidly handled and the session is expected to create widespread comment and interest.

Each quarter-hour episode of Nostradamus will be complete in itself, and the first of the series will be broadcast from 2UE at 9 p.m. on Sunday, December 5.

Other stations to broadcast this new 2UE-Jacklin program will be 3DB, 3LK, 4BC, 4SB, 5AD-PI-SE, 7HT, 6PM-AM.

Account is handled by Paton's Advertising Service, Melbourne.

Starnight at Earl's Court switched over to new sponsorship recently with a very large audience, and hundreds could not gain admission. The new sponsors, "Aspro," were there in full force and certainly could not help but enjoy the program, as it went with a great swing and had all the pep required to make an opening performance everything that it should be.

## GROCERY FIRM'S MORNING CHANNEL

S. R. Buttle Pty. Ltd., a leading Sydney retail grocery house, having established a strong dramatic channel on 2UW at 9.30 a.m. four days weekly, have arranged to present another George Edwards' program, "Ernest Maltravers," to follow the conclusion of the present feature.

Many of the George Edwards' company biggest successes have received a second release in this daytime channel, and the same policy is being continued with the broadcasting of "Ernest Maltravers."

The broadcast schedule will remain unchanged—Monday, Tuesday, Wednesday and Thursday—9.30 a.m.

## COUNTRY STATION'S PULL FOR LOAN

The Northern Unit, 3SH, of the Victorian and Macquarie Broadcasting Networks, played a prominent part in the raising of several quotas for the Fourth Liberty Loan. Loan rallies were broadcast from Kerang, Nyahwest, Woorin and Lake Boga. A total amount of £31,500 was raised by telephone subscriptions on the night of each rally, and all four towns passed their allotted quotas of both subscribers and amounts.

## SONS OF THE SEA

"Sons of the Sea," a 3AW production, is obtaining a strong listening audience, particularly from those people who have sons or relatives in the Navy. Every story tells of the exploits of individuals and ships of the Royal Navy in the past and present, and a remark was passed recently by one of Melbourne's leading radio critics that this was one production that really "got" the atmosphere. MacRobertson's are the sponsors of this Macquarie Network presentation, and the production is handled by Donovan Joyce. MacRobertson's also broadcast "The Storyman" series over 3AW on Sunday nights.

## MUTUAL STORE COMPETES WITH LUX

Over 3AW every Sunday night at 8 p.m. (same time as Lux Radio Theatre) will be heard one hour of drama, sponsored by the Mutual Store, and called the Mutual Radio Theatre.

The Mutual Store are also taking a half-hour every morning at 9.30 a.m., from Monday to Friday, with "Choice of the People" program.

The Account is handled by Paton's Advertising Service.

Presto Sapphire Cutting Stylis  
Presto Steel Cutting Needles  
Presto Red Transcription Needles  
Presto 78 and 33 Turntables  
Presto Recording Machines

## 1,000 VOICE CHORAL CONCERTS AT SYDNEY TOWN HALL

Apart from the physical culture display at the Sydney Town Hall on Wednesday, November 17 (details published on another page in this issue), the Combined Public Schools Choir of 1,000 voices, assisted by the Combined Public Schools Flute Band of 150 performers, provided enthralling entertainment at the Sydney Town Hall on Monday, Tuesday and Thursday nights, November 15, 16 and 18 respectively.

Whilst the choir and the flute band were the principal attractions, the supporting program was equally strong. Items were presented by Terence Hunt (baritone), Victor McMahon (flautist), Lionel Wright (baritone), Leslie Dale (cornetist). The Sextet of "old" girls was in fine voice and contributed a bracket of two songs from "Bambi," accompanied by the choir. The organist was Leslie Sage.

The concerts were presented in the presence of His Excellency the Governor and Lady Wakehurst, and the whole of the proceeds, £150, were donated to the 2GB Community Chest, which is directed by Mr. Frank Grose (Uncle Frank 2GB).

On Wednesday, December 8, this 1,000 voiced choir will broadcast from the Pitt Street Congregational Church during the Janipah Mineral Spring Salts session—"Marching to Victory." Time channel is 3.15 to 3.45 p.m. The following week, on Wednesday 15th, the St. George Girls' High School Choir of 100 voices will be broadcast at the same time on 2GB.

This is one of the best school choirs ever to be broadcast, and listeners may confidently expect a real choral treat over the two weeks.

## BIG INCREASE IN PRIZE MONEY FOR AUSTRALIA'S CHOICE

Outstanding popularity of "Australia's Choice" has caused a substantial increase in prizes for listeners able to forecast the eight most popular tunes of each week.

"Australia's Choice" is sponsored by Ashley's and broadcast from 2UE every Wednesday at 8 p.m. The program is emceed by Allan Toohey, and the popularity rating of the eight numbers played in each session is based on Commonwealth sales.

The new prize schedule offers a first award of £5 for any listener naming the eight tunes in correct order of sales rating.

If there is no correct forecast the prize will be halved to £2.50 every week until won. Each week there will be two prizes of £1/1/- for the two nearest correct entries, and two prizes each of 10/6 for the two next best forecasts.

In addition there will be 24 consolation awards, comprising four double tickets for the Victory Theatre, and 20 shares in lottery tickets.

The music featured in "Australia's Choice" has such wide appeal that the program is repeated in the 2UE breakfast session every Thursday.

## PETER CHEYNEY NOVELS FOR MAJOR NETWORK

The Major Network announces that H. S. Sleigh and Co. Pty. Ltd., manufacturers of Vaxos, have contracted for the presentation of the dramatic feature, "This Man is Dangerous," and other Peter Cheyney novels over a long period on the Network stations throughout Australia.

The program will be presented at 9 p.m. on Mondays, Tuesdays and Wednesdays.

The first of the Peter Cheyney stories to be adapted for radio, "This Man is Dangerous," features the magnetic character, Lemmy Caution, whose adventures have been responsible for elevating many of Cheyney's novels to the best seller class. Recorded in the studios of 3DB Melbourne, this story has lost none of its appeal, for the adventurous spirit of Lemmy Caution himself has been skillfully transferred to the discs by Clifford Cowley, well known for many outstanding performances in radio.

In this story Lemmy Caution arrives in London from U.S.A. to investigate the kidnapping of the daughter of a rich American. His objective is to round up the notorious kidnapper—Siegella—and to release the girl. Its achievement provides many thrilling moments.

Other Peter Cheyney novels scheduled for broadcast after "This Man is Dangerous," include "Poison Ivy" and "Can Ladies Kill."

Major Network stations presenting this program are: Stations 2CH, 2KO (N.S.W.), 3DB-LK (Victoria), 4BK-AK (Queensland), 5AD-MU-PI-SE (S. Aust.), 6IX-WB-MD (West Australia), 7EX, 7HT (Tasmania).

## ANTHONY HORDERN'S FAIRY TALE PANTO'S

This year, instead of their usual Peter Pan and Wendy fairy stories, under the title of "Jingle Bells," Anthony Horder and Sons Pty. Ltd. have planned a special treat for the kiddies, in the shape of fairy tale pantomimes. One novel difference from stage pantomimes will be that dialogue will predominate, the music being purely incidental.

All the scripts were devised and written by Juan Cortez (2GB script editor) when he was in India, and, as radio panto's, they were most successfully broadcast in Bombay, Delhi, Ceylon, Calcutta and other cities.

In their presentation in Sydney the plays will be complete with "flesh and blood" dame, principal boy, fairy queen, demon, baron, king, giants, witches, etc., according to requirements of the scripts, and these parts will be played by leading radio personalities. In the opening panto, "Cinderella," Kitty Bluett and Al Thomas were a fine duo as the Ugly Sisters. Queenie Ashton played both "Fairy Queen" and "Prince Charming"; Joan Lord was "Cinderella," and Owen Ainley the Baron.

These players will also take various parts in the general series, and they will be strongly supported by other well-known radio artists.

Juan Cortez, in addition to writing the scripts, also produces the shows, and if the splendid quality of the first broadcast is maintained, the idea should create wide enthusiasm at the listening end of the microphone.

Time of broadcasting for these radio pantomimes is 5.15 to 5.30 p.m. on the above dates, from 2GB.

# 3XY

announces the return — next Wednesday of

## "ONE MAN'S FAMILY"

To be Presented each Wednesday Night by courtesy of

GOUGE PTY. LTD.

Produced in Melbourne by 3XY, and released throughout Australia, this series continues the fascinating story of the Barbour family from the point where it left off 5 years ago! It's a Mayne Lynton production!

ALL AUSTRALIA WILL BE LISTENING TO IT SOON!

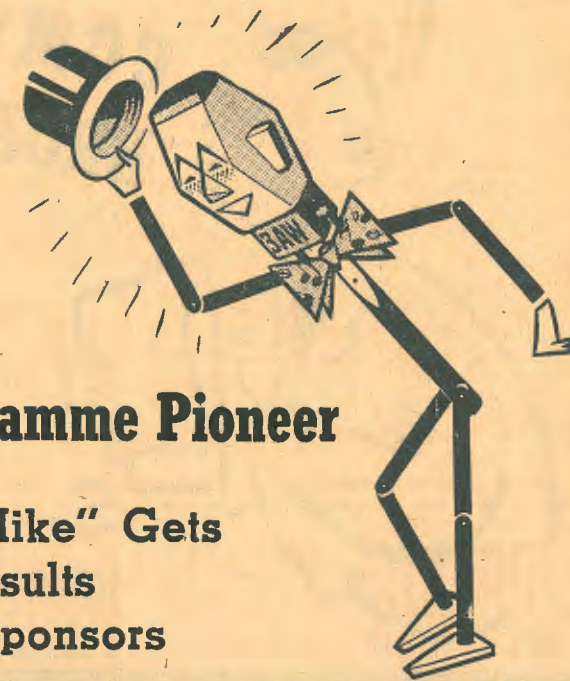
**PRESTO** FOR ALL  
RECORDING YOUR  
SUPPLIES

**A.M. CLUBB & CO.**  
PTY. LTD.  
76 CLARENCE ST. SYDNEY  
TELEPHONE B3908

Meet  
"MIKE"

## 3AW's Programme Pioneer

AW's "Mike" Gets  
Results  
For Sponsors



# THE SALES REP.'S LAMENT

*I'm gonna write and tell  
the boss... that all the  
most successful Stations  
and Networks are adver-  
tising in Commercial  
Broadcasting.*

*In my opinion they're  
getting the business  
because their name is  
regularly seen in—*

## COMMERCIAL BROADCASTING



*So why the  
don't we?*

### Among the Sponsors

The Roseman Brush Co. have contracted for time on 3UZ Melbourne.

A Melbourne photographer, Antoine Kershaw, has recently taken out 25 half-hour slots with 3AW in which he is featuring a program of fine quality music, every Sunday morning at 10 o'clock.

Messrs. T. W. Draper and Co. Ltd. have contracted with 2GB for a series of direct announcements for daytime release.

Hutuwai Distributing Co., through Becket-Thomson, have renewed on 2GB with a long-term contract using announcements every day of the week except Saturday. Renewal also covers 3AW and 5DN-RM where five minute sessions will be used.

A contract has been let by Gotham on behalf of Paramount Studios Ltd., for word announcements on 2GB Monday, Wednesday and Fridays they will be the "Happiness Club" session, and Tuesdays, Thursdays and Saturdays in the breakfast session.

United Artists (A/sia) Pty. Ltd. are using a series of 50-word day announcements on 2GB.

Renewal contract through Reuter's Ltd. on behalf of Dr. Williams Medicine Co. (Rhu Pills and Pinkettes) for two announcements daily, excepting Sunday on 2GB. Contract is for 52 weeks and includes 6TZ.

J. A. D. Gibson and Co. Ltd. are using an extensive series of one minute announcements on 2GB and 2WL, covering breakfast, early evening and night times, Monday to Saturday. Product being advertised is "Gibson's Tea." Contract came through Traders' Advertising Service.

Steel's Spring Mattress Co. has contracted for specially recorded announcements in the 2UE racing session.

Penfold's Wines Ltd. (through Fergus Canny Advtg. Pty Ltd.) has taken preferred announcements following news broadcasts in the 2UE evening programs.

Jantzen (Aust.) Ltd. (J. Walter Thompson Pty Ltd.) has signed for preferred time announcements in the 2UE evening sessions.

Beach Court Dancing Cabaret is using the 2UE racing session for publicity announcements.

World Agencies (Hansen Rubensohn Pty. Ltd.) have contracted for preferred announcements in A.S.B.

Truth and Sportsman Ltd. (Goldberg Advertising (Aust.) Pty. Ltd.) has again renewed for preferred announcements in A.S.B. This is the first contract that was signed on the formation of A.S.B., and it has been renewed every year.

### POLICE BOYS IN BIG BROADCAST

#### Special Xmas Show

Talented members of the N.S.W. Police Boys' Clubs will be heard in a special 45-minute program broadcast by 2UE from the Sydney Radio Theatre on Sunday, December 19.

This Christmas program will replace the usual 15-minute Boys' Club session heard every Sunday at 1.15.

Miss Betty Lee who writes the scripts for these sessions is supervising the production of the Christmas program. She says listeners will be astonished at the ability of many of the young artists.

### BOOK COMPANY'S USE OF RADIO

Current Book Distributors, of Sydney, have again extended their contract with 2KY to cover a quarter-hour on Thursday nights (instead of 10 minutes as formerly), featuring the New Theatre League Players in a series of "Dramatic Incidents in Australian History."

It is five months since Current Book Distributors just joined the ranks of 2KY advertisers with 50-word announcements five nights a week. Such was the response that, after 13 weeks, they arranged with 2KY to continue with these announcements, and take further time covering a ten-minute session three nights weekly (Monday, Tuesday and Thursday) for 52 weeks.

The speakers on Monday and Tuesday nights are Mr. William Wood, B.A., and Mr. Richard Dixon respectively.

The former is a Rhodes scholar, and a well known lecturer. He is the author of many books, including "The Defence of Moscow," and is one of Australia's leading journalists.

A keen student of Socialism, Mr. Dixon is answering questions during his Tuesday night talk. He spent two years in Soviet Russia, has many books on Socialism and foreign politics to his credit, and is the author of that widely-read—"The Truth About Finland."

### "AUSTRALIA SINGS" MOVES TO SUNDAY NIGHT

"Australia Sings," sponsored on the Macquarie Network by Johnson and Johnson Pty. Ltd., has moved to Sunday night on all stations taking the program. On 2GB/HR and several other stations, the feature now occupies the channel from 7.25 to 7.55 p.m., but this time varies on other Macquarie stations.

After a most successful 12 months' campaign, this truly Australian feature has just been renewed for a further long term, covering 2GB-HR, 2CA, 2LM, 2NZ, 2GZ-KA, 2WL, 3AW, 3CV, 3BA, 3HA, 3SE, 3TR, 4BN, 5DN-RM, 6PR-TZ, 7HO and 7LA.

The program has done a lot to foster Australian vocal talent. With the exception of "guest" artists, all singers taking part are essentially amateurs, many of whom show excellent promise of being potential stars.

Mr. E. Mason Wood, producer of "Australia Sings," is constantly on the lookout for new voices, and gives regular auditions at 2GB's studios every Tuesday night at 8 o'clock.

Every so often, an "Australia Sings" program is made in Melbourne to give opportunity for promising amateurs in that city to be featured. On these occasions, Hector Crawford is the producer.

### Radio Election Results Come of Age

A unique broadcast was presented by 2ZB Wellington, N.Z., on the Sunday afternoon following the broadcast of the general elections. This election marked the coming of age of radio in the political field of New Zealand, for results were first broadcast by the 50-watt Wellington station, 2KY in 1922. The broadcast was a faithful representation of the 1922 effort with actual results and the reproduction of the quality of reception and the static which was a big part of what could be expected on old battery sets.

Further colour was added by playing old records, which included the latest fox-trot of the day, "The Sheik of Araby," and Mr. Ernest Pike, London's then leading tenor, singing, "Where the Sunset Turns the Ocean Blue to Gold." The authenticity of the broadcast was further checked with the assistance of Mr. McCleay, the original operator of 2YK.

An amusing highlight in the re-enactment was the appeal for anyone knowing the whereabouts of a bay mare and tip dray. Within five minutes there was a ring from a lady listener in one of Wellington's suburbs stating, in all seriousness, that they had been in her street all the morning!

### "CHINS UP" LIVE RELAY EXTENDED

Among the few Melbourne programs heard "live" on relay in Sydney, one of the most successful has been "Chins Up," the 3UZ half-hour produced for the Kiwi Polish Co. Pty. Ltd. Arrangements were completed last week for the extension of the relay, under the same sponsorship, for a further 12 months.

"Chins Up" is a fast-moving half-hour of variety, featuring a company of some of Melbourne's most popular radio artists and instrumentalists.

The time of broadcast will remain unaltered—9.15 p.m. Thursdays.

### ALL DAY APPEAL

Arrangements are now well in hand for another all day appeal to be broadcast from 3SH on Sunday, November 28. The entire proceeds are for the Swan Hill District Hospital. Colin V. Binks, manager of 3SH, will conduct the appeal from 9 in the morning until 11.30 at night, and he will be assisted by a well known Swan Hill identity, Mr. Jock Williams. A specially attractive program is being arranged, and will include items from leading district performers. The appeal will be opened by the Mayor, Cr. K. E. Kurre.

### "Kommonsense Kitchen Klub" to carry on in Daytime

The Sanitarium Health Food Co.'s novel way of presenting recipes, mothercraft, first-aid talks and general household hints per medium of a bright musical program has proved highly successful, and renewal for a further 52 weeks has come as a matter of course.

Presenting Mrs. Winifred Wiseman as Sanitarium's cooking expert, the "Kommonsense Kitchen Klub," is broadcast every Tuesday and Wednesday morning at 10.45 (there are a few variations to this time) from 2GB, 2CA, 2HR, 2GZ, 2KA, 2LM, 2NZ, 3AW, 3BA, 3HA, 3TR, 4BH, 5DN-RM, 6PR-TZ, 7HO, 7LA and 7BU.

The program is designed and planned by Thompson and Associates, who have also renewed the Advent Radio Church half-hour on Sunday on the following stations: 2GB, 2HR, 2CA, 2GZ, 2KA, 2NZ, 2WL, 4BH.

### World's Richest Trotting Event in New Zealand

On the eve of the 1943 New Zealand Trotting Cup, the commercial station in Christchurch, Radio 3ZB, ran a very successful and novel program. This took the form of telephone interviews with all the trainers of the Cup candidates.

The Cup stakes were £5,000, understood to be the richest prize offered in the world for a trotting event, and interest throughout the Dominion was at fever pitch. As several of the trainers were not resident in Christchurch, it was necessary to put through long distance calls, for which the station had the fullest co-operation from the Post and Telegraph Department in facilitating speedy response when the calls were put through.

The trainers, who had been contacted beforehand to ensure they would be on hand were interviewed by 3ZB's sporting reporter—"The Toff"—and were asked a series of questions regarding the horse's preparation, his chances of winning the Cup, and what the trainer considered would be the most difficult horse to beat in the field.

The program was sponsored by a local jeweller, and commercials were interspersed during the presentation, and these were designed to tie up with the racing atmosphere generally.

The public's reaction to this feature was astounding. Radio 3ZB has always had the happy knack of preserving very personal and friendly relations with its listeners, and on this occasion the fans lost no time in acquainting the station of their appreciation of the service.

The various departments of the station co-operated and worked with a will to put the show through slickly; sales, production, script writers, and technicians sharing the credit for its success.

SOUTH-EASTERN NEW SOUTH WALES

**2BE BEGA** 200 WATTS | **2XL COOMA** 200 WATTS

J. A. KERR | COOMA BROADCASTERS PTY. LTD.

Sydney Rep.: L. S. DECENT, Lisgar House, Carrington St., Sydney. Phone: BW2081



## PERSONALS

Captain John Wheeler, crack 2UW announcer before the war, will shortly be donning civvies again. Enlisting from the 2UW staff as a private in the A.I.F. in September, 1940, Wheeler saw his first service in the Middle East where he progressively rose to his captaincy. After returning to Australia he has been service in the far north and now, age telling, he is to be "demobbed." It shouldn't be long before his cheery voice is again heard on the air.

As the 21st anniversary of the first public broadcasting in Australia approaches, Mr. Oswald Anderson, one of the leading pioneers of broadcasting, is anxious to gather the names and addresses of all those who were associated with him and with radio at about that time 21 years ago. The anniversary will occur in February next. Mr. Anderson can be contacted at the Colgate-Palmolive Radio Production Unit, 29 Bligh Street, Sydney.

Enjoying a well needed holiday over the past couple of weeks Mr. C. T. (Tom) Sproule, of A.W.A. broadcasting department. The genial exec. threatened to spend some of his holiday fishing, but what with one thing and another we don't think he quite around to it.

Des Bennett, a former member of the 2UE-ASB staff is now with the R.A.A.F. at Bradfield. Des only recently returned to Sydney after having been at a northern battle station with the A.I.F. for twelve months.

Juan Cortez, 2GB script editor, has more than a share of broken bones this year. Early in the piece he fell down some steps at Elizabeth Bay and fractured several ribs. On Friday night last he was struck by a car in the city and sustained a fractured jaw. Tough luck, indeed, for him, as his film, "For Them No Glory," was privately screened before a distinguished gathering at the Cameo Theatre, Sydney, on Tuesday this week, and, of course, he was unable to attend.

W. D. (Bill) Phillips is on special leave from the R.A.A.F. to fill the job as assistant to the Federal Controller of Government Advertising, Mr. I. B. Hutcheson. Phillips has been 15 months in the R.A.A.F. during which time he was in Canada under the Empire Training Scheme. He returned to Australia about three months ago. Before joining up he was advertising manager of Lever Bros.

Mr. John Beckett, of Beckett Thompson Agency in Sydney, was a recent visitor to Melbourne, where that end of the agency is under the direct control of Mr. Thompson.

Reg. Hepworth (Hepworth Advertising Service) has gone bush for a couple of weeks' rest. Judging by the amount of new business his agency is now handling, he sorely needs a respite.

Mr. S. G. Leigh Stitt, N.S.W. manager for Nicholas "Aspro," has been appointed to a senior executive position at head office in Melbourne, effective in the near future. The New South Wales post will be taken over by Mr. L. Craig, who has been in Sydney for about 12 months after completing 16 years' service with the company in Adelaide, where he was South Australian manager. Mr. Craig was a prominent figure in Legacy in South Australia, and has lost no time in throwing his energies behind that worthwhile movement in Sydney.

Raymond Chapman, recently appointed chief announcer and assistant studio manager at 3XY, is having a fortnight's leave, spending it in relaxation at Lorne. In his absence Alex McNish will take over the announcing features, including Manton's "Music Magnificent" and Foy's "Cream of Classics."

Melbourne radio and theatrical producers sat up and took notice last week when, after three years of fighting in the air over England, Jim Lavery casually walked in and sat down. Lavery is an Irish tenor who caused something in the nature of a sensation when he sang from 3AW, 3KZ and the A.B.C. just before the war. A Flight-Sergeant in a famous R.A.A.F. Squadron, Lavery is a big draw-card, and producers immediately started to bid for his services. There is quite a bit of competition to see who gets him first. Lou Dahlberg, of "Radio Times," who considers Lavery to be the logical successor to John McCormack, is assisting Lavery to select his engagements, so Jim is in good hands.

3XY sales manager, Stan Thomas, is in St. Benedict's Hospital, East Malvern. It is expected that it will be another two or three weeks before he is up and about again. In the meantime W. H. (Bill) Berry is acting as sales chief.

Fred Russell of 3AW sales is having his annual holidays and is spending a couple of quiet weeks at Lorne.

Shirley Ebbott of 3UZ is a busy girl these days. In addition to her work as head of the continuity department, every afternoon she conducts the 3UZ relay to 3SR Shepparton, and has been the recipient of many congratulations from all over Victoria.

Cliff Mackay of Paton's Advertising Service, Melbourne, has gone all "architectural" lately and can be seen with mysterious bits of paper and design in his pockets and carried round preciously in his folder. What are you going to build, Cliff?

Noticed at lunch the other day a very serious conference between Fred Daniels, Stan Clarke, Hector Harris, Don Joyce and Peter Ellis. Something good should come out of that little meeting.

### NEW PUBLICITY OFFICER FOR 3XY.

Mr. Evan Senior has recently been appointed publicity officer at 3XY. Born in Adelaide he was educated at Scotch College there and originally intended to follow in his father's footsteps and study law. In 1924 he joined E. J. Hume in experiments, which led to foundation of 5DN by Mr. Hume's father, the late E. J. Hume. He was assistant at the station until the end of 1925 when regular night programs were established, and in 1926 became studio manager and chief announcer. Then aged 19 he was the youngest broadcasting executive in Australia. He left the station in 1931 to undertake free lance radio and journalism. The first musical comedy written specially for radio to be given from the Adelaide national station, 5CL, was written by him. Others had been adaptations of stage shows. It was called "On the Air."



In 1936 he became theatre critic for "The News," and then joined the staff, working mostly on "Radio Call" as music writer and dealing with radio and musical publicity.

Evan Senior joined the scripting department of 3XY in August of this year, and is responsible for the scripting of "Musical Portraits," sponsored by Frederick L. Cook and Williams, and "Ports of Call" sponsored by Ball and Welch.

Mr. Senior has been rejected from military service on medical grounds. He has many interesting hobbies. . . is fond of music and owns a large library of recordings. Gardening, in which he specialises in growing orchids, and was a committee member of the Orchid Club of South Australia. He is also deeply interested in the theatre, and is an extensive reader.

## CLASSIFIED ADVERTISING

### BROADCASTING STATION

Wanted to Lease, with option purchase Country Radio Station. Particulars on confidence to "Radio," C/o Box 4039W, G.P.O., Sydney.

## SEPTEMBER LICENCE FIGURES

NEW SOUTH WALES		
	1942	1943
New issues	4,451	4,998
Renewals	41,812	45,059
Cancellations	5,147	1,204
Monthly total	509,563	534,838
Nett increase	-698	x3,794
Population ratio	17.91	18.93

VICTORIA		
	1942	1943
New issues	2,283	2,373
Renewals	31,225	31,340
Cancellations	3,078	2,168
Monthly total	370,217	381,517
Nett increase	-795	x205
Population ratio	19.09	19.54

QUEENSLAND		
	1942	1943
New issues	1,250	1,666
Renewals	15,618	15,898
Cancellations	1,860	970
Monthly total	171,747	174,365
Nett increase	-610	x696
Population ratio	16.56	16.81

SOUTH AUSTRALIA		
	1942	1943
New issues	1,293	1,066
Renewals	10,868	10,883
Cancellations	71	1,279
Monthly total	138,582	142,973
Nett increase	x1,222	-213
Population ratio	22.74	23.60

WESTERN AUSTRALIA		
	1942	1943
New issues	1,211	570
Renewals	6,959	7,924
Cancellations	1,319	246
Monthly total	91,867	95,643
Nett increase	-108	x324
Population ratio	19.59	20.47

TASMANIA		
	1942	1943
New issues	478	261
Renewals	3,816	4,013
Cancellations	321	276
Monthly total	47,015	47,665
Nett increase	x157	-15
Population ratio	19.68	19.76

COMMONWEALTH		
	1942	1943
New issues	10,966	10,934
Renewals	110,298	115,121
Cancellations	11,796	6,143
Monthly total	1,322,991	1,377,061
Nett increase	-830	x4,791
Population ratio	18.62	19.31

## COMMERCIAL BROADCASTING

Vol. 12, No. 11, Thurs., Nov. 18, 1943  
Price: 6d. per copy. Subscription: 10/- P.A.

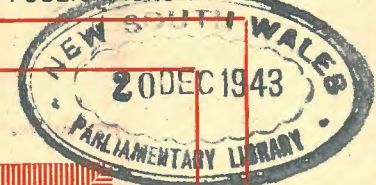
MANAGING EDITOR:  
A. Lippmann.  
Printed by  
Radio Printing Press Pty. Ltd.  
146 Foveaux Street, Surry Hills  
Published every second Thursday by  
AUSTRALIAN RADIO  
PUBLICATIONS PTY. LTD.  
146 Foveaux Street, Sydney.  
G.P.O. Box 3765.  
'Phone: FL 3054 (2 lines)  
Telegrams: "FL 3054 Sydney."  
Melbourne Representative:  
Miss Beatrice Touzeau, 4th Floor,  
403 Bourke Street. 'Phone: MU2932

Vol. 12, No. 13  
(164th Issue)  
Thursday  
Dec. 16, 1943  
Price 6d.

# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.



## Three Wishes...

MAY Xmas bring to you something of that freedom from care, for which all men pray.

MAY you find in the New Year the realisation of your hopes and your dreams.

MAY next Christmas see us all building, in peace, that brave new world for which we have planned so much.

